

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Serial No. .... 10/809,630  
Filing Date ..... 3/24/2004  
Confirmation No. .... 7478  
First Named Inventor ..... Daniel Danker  
Assignee ..... Microsoft Corporation  
Group Art Unit ..... 2623  
Examiner ..... Joshua Taylor  
Attorney's Docket No. .... MS1-1879US  
Title: Targeted Advertising in Conjunction with On-Demand Media Content

To: Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

From: Clay D. Hagler (Tel. 509-324-9256; Fax 509-323-8979)  
Customer Number: 22801  
Lee & Hayes, PLLC  
601 W. Riverside Avenue, Suite 1400  
Spokane, WA 99201

Fees will be paid by credit card through the EFS Web; however the Commissioner is hereby authorized to charge any deficiency of fees and credit any overpayments to Deposit Account Number 12-0769.

Respectfully Submitted,

Dated: 23 January, 2009

By: /Clay D. Hagler/ RegNo. 61,804  
Clay D. Hagler  
Reg. No. 61804  
(509) 324-9256